

BUSINESS & LABOR

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OF SAGE AND STONE

*O*f Sage and Stone: A Guide to Southwest Montana's Rural Treasures is your passport to arts and crafts studios, galleries, museums, historic sites, cultural attractions, guest ranches, and the local cafes and bed and breakfasts unique to the charming and friendly small towns nestled across this spectacular stretch of the Rocky Mountains.

Choose from five loop tours and discover people and places where history, culture and creativity come alive. Meet potters, carvers, weavers, and quilters; see National Historic Landmarks; find one-of-a-kind arts and crafts in small welcoming galleries; escape to a guest ranch, restored farmhouse, or century-old cabin for a getaway week.

Find history and art, experience rural Montana, make memories. It's just past the stone house, through the sage field, and over the mountain . . .

FOR MORE INFORMATION:
visit www.ofsageandstone.com
or purchase the full-color guidebook
(available Fall 2008)

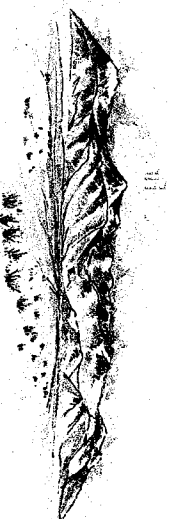
MPA
MONTANA
PRESERVATION
ALLIANCE

Montana Preservation Alliance
516 N. Park Ave., Suite A
Helena, MT 59601
406-457-2822

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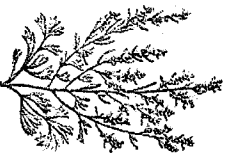


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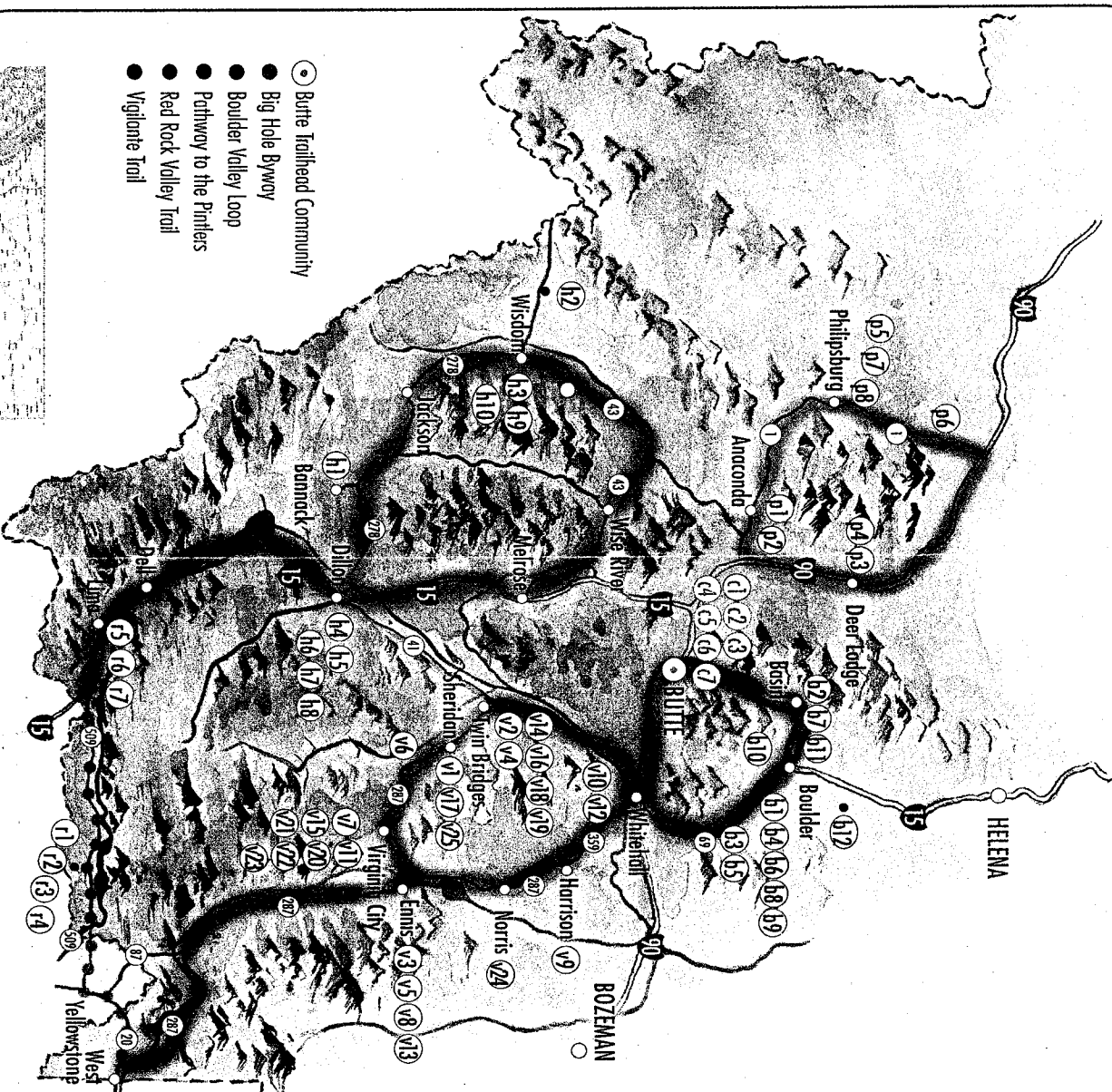


A Guide to Southwest Montana's Rural Treasures

Back Roads and Scenic Byways
to Fine Crafts
and Cultural Heritage



Pathways to Fine Crafts & Cultural Heritage



- Butte Trailhead Community
- Big Hole Byway
- Boulder Valley Loop
- Pathway to the Pintners
- Red Rock Valley Trail
- Vigilante Trail



www.ofsageandstone.com

Butte—Anaconda Copperway

c1 Charles Clark Arts Chateau

321 W. Broadway
406-723-7600
www.bsbarts.org

c2 Copper King Mansion

219 W. Granite
406-782-7580
www.thecopperkingmansion.com

c3 Mai Wah Museum

17 W. Mercury
406-723-3231
www.maiwah.org

c4 Mineral Museum

Montana Tech Campus
406-496-4152
www.mhmg.mtech.edu/museum

c5 Museum of Fine Arts

405 W. Park
406-310-0183
www.bsbarts.org

c6 The World Museum of Mining

155 Museum Way
406-723-7211
www.miningmuseum.org

c7 Butte Center for the Performing Arts

316 W. Park
406-723-3602
www.buttearts.org

Big Hole Byway

h1 Bannack State Park

4200 Bannack Rd, Dillon
406-834-3413
www.bannack.org

h2 Big Hole Battlefield

PO Box 237, Wisdom
406-689-3155

h3 Big Hole Crossing Restaurant

105 Park St, Wisdom
406-689-3800
www.bigholevalley.com

h4 High Desert Pottery

139 W. Helena, Dillon
406-596-0048

h5 Southwest Montana Arts Council

Thursday Park Performances, Dillon
406-683-7772

h6 Sweetwater Coffee

26 E. Bannack, Dillon
406-683-4141

h7 The Drift Gallery

12 S. Idaho St, Dillon
406-683-3456

h8 University of MT Western Art Gallery/Museum

710 S. Atlantic, Dillon
406-683-7232
www.umwestern.edu

h9 Wisdom Cabin

105 Park St, Wisdom
406-689-3800
www.bigholevalley.com

h10 Wisdom River Gallery

1 Main St, Wisdom
406-689-3400
www.wisdomrivergallery.com

Boulder Valley Loop

b1 Artistic Creations

11 Foothills Rd, Boulder
406-202-4048

b2 Basin Creek Pottery

82 E. Basin St, Basin
406-225-3218
www.basincreekpottery.com

b3 Boulder Hot Springs

Hwy 69, 3 miles south of Boulder
406-225-4339
www.boulderhotsprings.com

b4 Elkhorn Mountain Quilts

310 E. 2nd St, Boulder
406-225-4378
www.boulderquiltstudies.com

b5 Janz Wear

31 S. Hot Springs Rd, Boulder
406-225-3411
www.janzwear.com

b6 Jefferson Co. Genealogy & Heritage Corp.

210 N. Main, Boulder
406-225-9570

b7 Montana Artists Refuge

101-103 Basin St, Basin
406-225-3500
www.montanarefuge.org

b8 Amy Norden Art

@ Nick Jones Real Estate
108 S. Main, Boulder
crimsonqueen@charter.net

b9 Reinventions

411 S. Washington, Boulder
406-225-3814

b10 The Ranch Bed & Breakfast

2120 Highway 69, Boulder
406-287-5835

b11 The Stone House

Corner of Quartz & Main, Basin
406-225-3525
www.stonehouseinbasin.com

b12 Tizer Botanic Gardens

38 Tizer Lake Rd, Jefferson City
406-933-8789
www.tizergardens.com

Pathway to the Pintlers

p1 Anaconda Smoke Stack State Park

Corner, Park and Monroe
406-542-5400

p2 Copper Village Museum

401 E. Commercial, Anaconda
406-563-2422

p3 Grant-Kohrs Ranch National Historic Site

266 Warren Ln, Deer Lodge
406-846-2070
www.nps.gov/grko

p4 Old Prison Museums

1106 Main St, Deer Lodge
406-846-3111
www.pcnaf.org

p5 Quigley Cottage

418 W. Broadway St, Philipsburg
406-859-3812
www.philipsburgbb.com

p6 Sugar Loaf Wool Mill

211 Lower Willow Creek Rd, Hall
406-288-3398
www.sugarloafwool.com

p7 Sweet Palace

109 E. Broadway, Philipsburg
406-859-3353
www.sweetpalace.com

p8 The Sapphire Gallery

115 E. Broadway, Philipsburg
406-859-3631
www.sapphire-gallery.com

Red Rock Valley Trail

r1 Centennial Stage Stop

26800 Southside Centennial Rd, Lima
406-276-3463

r2 Centennial Valley Historical Society

26800 Southside Centennial Rd, Lima
406-276-3463

r3 Elk Lake Resort

5200 Elk Lake Rd, Lima
406-276-3282
www.elklakeresortmontana.com

r4 J Bar 1 Ranches, LLC

PO Box 168, Lima
406-276-5927
www.jbar1.com

r5 Lima Historical Society

1117 Main St, Lima
406-276-3394

r6 Mountain View Motel & RV Park

115 Bailey St, Lima
406-276-3535

r7 Spring Hill Specialty Products

111 Bailey St, Lima
406-276-3535

Vigilante Trail

v1 Alamo Aviation Art & Framing

117 N. Main St, Sheridan
800-598-2927
www.alamoaviationart.com

v2 Blue Anchor Bar & Café

102 N. Main St, Twin Bridges
406-684-5655

v3 Charming Cabin

#7 Ranch Trail Rd, Ennis
406-682-5361
www.greatrentals.com

v4 Cottonwood Cottage/
Rainbow Frameworks

501 N. Main, Twin Bridges
406-684-5750

v5 Depot Gallery

114 E. Main St, Ennis
406-682-7111
www.thedepotgallery.com

v6 Elijah's Rest

8 Stagecoach Ln, NW, Laurin
406-842-7295
www.elijahsrest.com

v7 Fairweather Inn

1508 W. Wallace, Virginia City
406-843-5377
www.aldergultchaccommodations.com

v8 First Madison Valley Bank

Outdoor sculpture and history wall
213 E. Main St, Ennis
406-682-4215
www.bankingonculture.com

v9 Inspirations Treasures & Tea

126 Main St, Harrison
406-685-3205

v10 Jefferson Valley Museum

303 S. Division, Whitehall
406-287-7813
http://gallery-in-tech.com/~jvmuseum

v11 KB's Vintage Crafts

405 W. Wallace, Virginia City
406-843-5833

v12 Roxsee Kowitz Fused Glass

830 Point of Rocks, Whitehall
406-287-9148

v13 Madison Valley History Museum

121 W. Main St, Ennis
406-682-5780

v14 Montana Children's Center

PO Box 503, Twin Bridges
406-596-3090
www.mccb.com

v15 Stonehouse Inn Bed & Breakfast

306 E. Idaho, Virginia City
406-843-5504
www.stonehouseinnbb.com

v16 Sweetgrass Rods

212 1/2 Main St, Twin Bridges
406-684-5440
www.sweetgrassrods.com

v17 The Fenton House

170 Duncan District Rd, Sheridan
406-842-5211
www.thefentonhousemt.com

v18 The Old Hotel

101 E. 5th Ave, Twin Bridges
406-684-5959
www.theoldhotel.com

v19 The Weaver's Studio

108 S. Main St, Twin Bridges
406-684-5744
www.theweaverstudio.com

v20 Thompson-Hickman Museum

East End of Wallace St, Virginia City
406-843-5238

v21 Virginia & Nevada Cities

300 1/2 Wallace St, Virginia City
800-829-2969
www.virginiacitymt.com

v22 Virginia City Artisans & Growers Guild

405 W. Wallace, Virginia City
406-843-5833

v23 Virginia City Overland Stage

Wallace St, Virginia City
406-843-5200
www.virginiacitystagecoach.com

v24 Water of the Gods Norris Hot Springs

42 Highway 84, Norris
406-685-3303
www.norrishotsprings.com

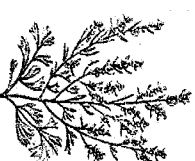
v25 Wisconsin Creek Cabin Creations

21 Wisconsin Creek Rd W, Sheridan
406-842-7956



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www.thecopperkingmansion.com
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www.maiwai.org
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- r4 J Bar L Ranches, LLC**
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406-276-5927
www.jbarl.com
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- r6 Mountain View Motel & RV Park**
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- v24 Water of the Gods Norris Hot Springs**
42 Highway 84, Norris
406-685-3303
www.norrishotsprings.com
- v25 Wisconsin Creek Cabin Creations**
21 Wisconsin Creek Rd W, Sheridan
406-842-7956



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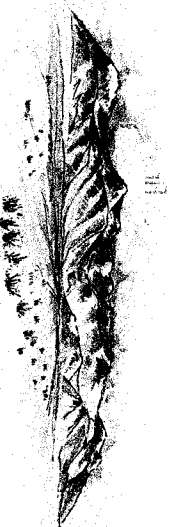
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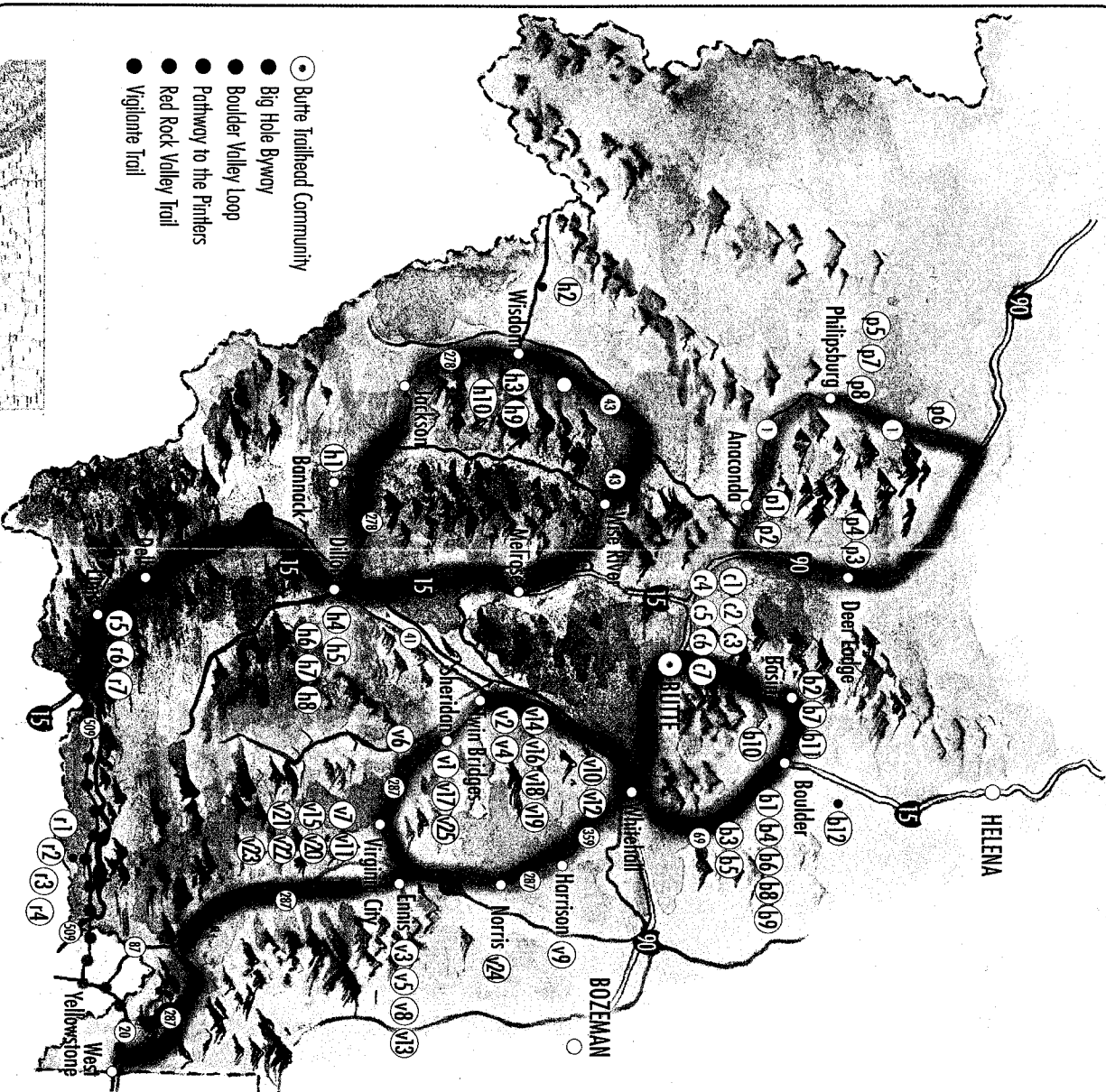


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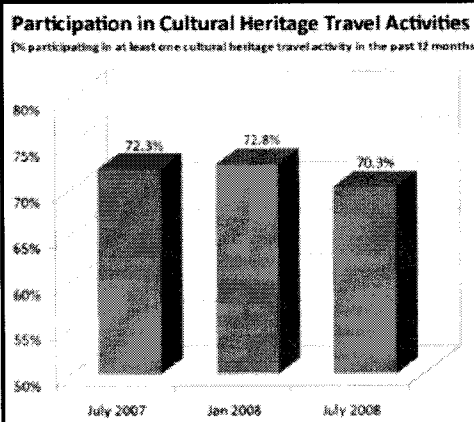


www.ofsageandstone.com



Feature Articles

(continued from page 3)

**Waning consumer interest or a sign of the times?**

The table below shows that when compared to the recent past, traveler participation in cultural heritage tourism declined slightly in our most recent survey. This might be a source of concern if similar declines had not been seen across almost all activity types. In the larger context on declining travel volume, we believe this to be more reflective of fragile economic times than any weakness in consumer interest in cultural heritage tourism.

Trouble on the Horizon?

While this slight decline is not a serious source of concern when considered on its own, we nevertheless see signs of trouble on the horizon for travel overall, which will affect cultural heritage tourism. Our July survey shows soaring gas prices and personal financial concerns are likely to seriously impact the industry as we move toward the year end.

The July survey shows Americans taking fewer trips, while sharply reigning in their expectations for future travel and spending. When compared to an identical survey taken six months prior, leisure travelers reported a decrease of 7.3 percent in the number of trips they have taken in the past year. Meanwhile the percent expecting to decrease the number of trips they will take and their spending on these trips both rose dramatically.

In total, 28.8 percent of leisure travelers now say they will travel less frequently in the upcoming year, almost tripling the 10.5 percent figure seen in January of this year. Almost one-third of travelers (29.8%) are planning to decrease their travel spending in the next year, up from 12.6 percent just six months ago.

Sources of Optimism

These troubling statistics are likely to be counter-balanced by exchange rate driven growth in international arrivals and more domestic travel closer to home. While recent increases in foreign travel to America are well-documented and much talked about, our survey for the first time shows that nearly one quarter of domestic leisure travelers (23.6%) have taken a so-called "staycation" (a vacation taken at home) in the past year. From the perspective of cultural heritage attractions and businesses, declining long-haul leisure travel may well be offset by increases in short-haul, closer-to-home travel. In fact, our survey shows that Americans are planning to use a number of ways to respond to the current economic pressures, including actively looking for travel discounts and bargains (53.3%), shortening the distance of their trips (34.9%) and reducing the number of days spent on trips to save money (25.4%). These findings should help with short-term strategic planning.

Methodology

The State of The American Traveler Survey is conducted every six months by Destination Analysts, Inc., a San Francisco-based tourism industry research company. The survey was conducted online amongst a nationally representative sample of adult Americans. From June 27-30, 2008 survey responses were collected from a group of respondents who were then screened by their leisure travel behavior. Only those respondents who had traveled at least once in the past 12 months for purely leisure or personal reasons were interviewed. This travel must have been at least 50 miles one-way—the standard distance threshold used in the tourism industry to signify that a "trip" has been taken. In total, 1,014 leisure travelers completed the survey. With this sample size, the data presented here can be considered to have a reliability of +/- 3.1%. A 4-page summary document can be downloaded from the website.

(www.destinationanalysts.com/sats.pdf)

GOT NEWS? Or...

Program Updates
 New Initiatives
 Case Studies/Reports
 Guide books — Toolkits
 Workshop/event information
 Funding/grant opportunities
 Job opportunities
 Books/Publications

Yes?

Please send to us for the
 Cultural Heritage Tourism website
 and for future e-newsletters at:
cht@nithp.org

